

# Paper #44135

## Active Planning: Building A Successful Physical Activity Intervention with Industry Insights

[Mike Miller](#)<sup>1</sup>, Amy Woodman<sup>1</sup>, Sarah E. Samuels, DrPH<sup>2</sup>, Amy M. Carroll, MPH<sup>2</sup>, Leslie Mikkelsen, MPH, RD<sup>3</sup>, Michelle Oppen, MPH, CHES<sup>4</sup>, Gil Sisneros, MPH, CHES<sup>5</sup>. (1) Brown Miller Communications, 1114 Jones Street, Martinez, CA 94553. (2) Samuels & Associates, 1204 Preservation Park Way, Oakland, CA 94110. (3) Prevention Institute, 265 29th Street, Oakland, CA 94611. (4) Cancer Prevention and Nutrition Section, Public Health Institute, 2168 Shattuck Ave, Suite 300, Berkeley, CA 94704-1307. (5) California Department of Health Services, Cancer Prevention and Nutrition Section, PO Box 942732, MS 662, 601 N. 7th Street, Sacramento, CA 94234-7320.

**PURPOSE:** In order to further build a research foundation for the Cancer Prevention and Nutrition Section of the California Department of Health Services physical activity strategic marketing plan, 30 key informant interviews were conducted with local and statewide leaders from a variety of nutrition, recreation, faith, medical and health fields. **METHODS:** Working directly with the target audience of low-income women with children, interview contacts were sourced from groups already aligned with physical activity, such as New Balance Shoes, 24-hour Fitness and the Department of Parks and Recreation among others. Each interview involved discussion of the barriers to physical activity and the motivators, resources and tactics needed to create a successful community-based program locally and statewide. **FINDINGS:** To encourage or attract participation in physical activities, educators, nutritionists, retailers and program managers discussed campaigns that were entertaining, non-competitive, created a dynamic group setting and offered results. The discussions also addressed key motivators and barriers to physical activity participation, including: 1) motivation appeared to be driven by results, the desire to feel better, have more energy and look better, 2) the inclusion of children in activities also encouraged community participation in physical activity, 3) barriers to a physically active lifestyle focused on issues of time constraints and access, and 4) venues for community activity

were found in many cases to be inaccessible to residents due to costs, location, safety or lack of transportation.

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**Abstract ID#:** 44135

**Password:** 723293

**Program Selection:** Public Health Education and Health Promotion

**Topic Selection:** Community involvement in health education (participatory research, lay health advisor programs, partnerships, consumer health issues, etc.)

**Keywords:** Physical Activity

**Learning Objectives:** At the conclusion of the session, a participant in this session will be able to: 1. Appreciate the successful programs currently addressing physical activity. 2. Discuss the different approaches in motivating behavioral change on a community and statewide level. 3. Recognize the value of collaborating with various public, private, independent and educational institutions to affect physical activity levels.

**Submitter Email:** amy@brownmillerpr.com

**Comments to Organizer:** Please submit with panel group - California Active Planning Panel #5 - Informant Interviews

**Presentation Format:** Oral Only

- **New Presenter**

## **First Author**

### ***Presenting***

Mike Miller

Brown Miller Communications

1114 Jones Street

Martinez, CA 94553

**Phone Number:** 925-370-9777

**Email:** mike@brownmillerpr.com

**Presenter's signature:** Mike Miller

## **Second Author**

Amy Woodman

Brown Miller Communications

1114 Jones Street

Martinez, CA 94553

**Phone Number:** 925-370-9777

**Email:** amy@brownmillerpr.com

## **Third Author**

Sarah E. Samuels, DrPH  
Samuels & Associates  
1204 Preservation Park Way  
Oakland, CA 94110  
**Phone Number:** 510-271-6799  
**Email:** sarah@samuelsandassociates.com

#### **Fourth Author**

Amy M. Carroll, MPH  
Samuels & Associates  
1204 Preservation Park Way  
Oakland, CA 94110  
**Phone Number:** (510) 271-6799  
**Fax Number:** (510) 271-6791  
**Email:** amy@samuelsandassociates.com

\* APHA Member

I **do not** have any significant financial interest/arrangement or affiliation with any organization/institution whose products or services are being discussed in this session or paper.

**Disclosure:** California Department of Health Services' Cancer Prevention and Nutrition Section contract

**Primary Section Affiliation:** Community Health Planning and Policy Development

#### **Fifth Author**

Leslie Mikkelsen, MPH, RD  
Prevention Institute  
265 29th Street  
Oakland, CA 94611  
**Phone Number:** 510-444-7738  
**Email:** leslie@preventioninstitute.org

#### **Sixth Author**

Michelle Oppen, MPH, CHES  
Cancer Prevention and Nutrition Section  
Public Health Institute  
2168 Shattuck Ave  
Suite 300  
Berkeley, CA 94704-1307  
**Phone Number:** 510-644-2569  
**Email:** moppen@dhs.ca.gov

\* APHA Member

**Primary Section Affiliation:** Public Health Education and Health Promotion

## **Seventh Author**

Gil Sisneros, MPH, CHES  
California Department of Health Services  
Cancer Prevention and Nutrition Section  
PO Box 942732, MS 662  
601 N. 7th Street  
Sacramento, CA 94234-7320  
**Phone Number:** 916-445-6727  
**Email:** gsisnero@dhs.ca.gov